

## Message Text

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UNCLAS PRAGUE 1852

BEWT/OEWTD FOR MESSRS. MURRIN AND WEISS FROM ELIAS

E. O. 11652: N/A  
TAGS: BEXP, CZ  
SUBJ: ELIAS INTERVIEWS ON TRADE PROMOTION THEMES

1. INTERVIEWS IN PRAGUE AND BRATISLAVA YIELDED SO-FAR THE  
FOLLOWING RESULTS:

2. WITH RESPECT TO ENERGY-MINING EQUIPMENT THE FOLLOWING ITEMS  
WERE MENTIONED (NOT IN ORDER OF PRIORITY):  
SMALLER TYPES OF ADVANCED UNDERGROUND MINING AND EARTHMOVING  
MACHINERY (LARGE EQUIPMENT IS IMPORTED MOSTLY FROM THE  
USSR), LABORATORY TESTING EQUIPMENT, MEASURING SYSTEMS, HEALTH  
PROTECTION EQUIPMENT, SAFETY DEVICES, MONITORING EQUIPMENT, AND  
VARIOUS DRILLING AND LOADING EQUIPMENT. THEY WOULD LIKE TO DISCUSS  
POSSIBILITIES WITH U.S. COMPANIES TO PRODUCE PARTS FOR  
IMPORTED MACHINERY AND TO BUY LICENCES.

3. PROPOSED THEMES FOR THE NEXT TWO BRNO ENGINEERING FAIRS ARE:  
1979 - AGRICULTURAL TECHNOLOGY; 1980 - CONSTRUCTION AND ROAD-  
BUILDING MACHINERY. MANAGEMENT OF BRNO FAIRS HOLDS U.S.  
PARTICIPATION IN VERY HIGH ESTEEM AND HOPES THAT U.S. WILL  
EVENTUALLY PARTICIPATE IN OTHER SPECIALIZED FAIRS.

4. INCHEBA 1978 WILL CONCENTRATE ON AGRICULTURAL CHEMISTRY.  
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SCIENTIFIC CONGRESS, WHICH TAKES PLACE DURING EACH INCHEBA FAIR,  
WILL HAVE AS THEME "PROTECTION AND NOURISHMENT OF FLORA AND  
FAUNA". HOWEVER, EXHIBIT WILL NOT BE LIMITED TO THIS THEME,  
AND FOLLOWING ITEMS WILL BE OF GREAT INTEREST: MACHINERY  
FOR PRODUCTION, FORMATION, ETC., OF PLASTIC MATERIALS; PACKAGING  
TECHNOLOGY, TECHNOLOGY TO PRODUCE ARTIFICIAL RUBBER AS WELL AS  
THE PRODUCTS THEREOF; AND MACHINERY TO RECYCLE AND UTILIZE

CITY WASTE. FIVE YEAR PLAN FOR 1981-85 WILL STRESS PRODUCTION OF CELLULOSE AND PAPER, AND ANY ADVANCED MACHINERY IN THIS FIELD COULD BE BROUGHT TO INCHEBA 1978. THERE WILL ALWAYS BE AN INTEREST HERE IN BUYING LICENCES. SOME OFFICIALS INDICATED THAT AMONG WESTERN SUPPLIERS THEY WILL PROBABLY DO MOST BUSINESS IN THIS FIELD WITH THE JAPANESE FIRMS, AT LEAST IN THE IMMEDIATE FUTURE, BECAUSE A LARGE NUMBER OF AGREEMENTS WITH THEM ARE ALMOST COMPLETED.

5. RAPID (ADVERTISING AND PUBLIC RELATIONS FIRM) REPRESENTATIVES DURING INTERVIEWS IN PRAGUE AND IN BRATISLAVA (WHERE THEY LOOKED FOR ELIAS IN US INCHEBA BOOTH) INDICATED VERY STRONGLY THAT THEY WOULD BE INTERESTED TO DO MARKET RESEARCH FOR BEWT FOR ANY OF THE BRNO OR BRATISLAVA FAIRS. THIS WOULD ALSO INCLUDE ADVICE ON HOW TO INFLUENCE POTENTIAL BUYERS, NOT NECESSARILY CZECHOSLOVAK BUYERS ONLY. THEY SAID FAIRS ARE FINE FOR REPRESENTATIONS AND SIGNING OF CONTRACTS (FOR PROPAGANDA PURPOSES, EVIDENTLY) BUT ACTUAL NEGOTIATIONS MAY TAKE PLACE BEFORE OR AFTER THE FAIR. A SAMPLE OF THEIR WORK AND INDICATED PRICE RANGE, IN MY JUDGEMENT, WOULD BE ACCEPTABLE TO OEWTB.

6. DISCUSSIONS WITH A FEW EUROPEAN SUBSIDIARIES OF U.S. COMPANIES AT INCHEBA INDICATED THAT THEY ARE SATISFIED WITH THEIR SALES. FOR EXAMPLE, FOR UNION CARBIDE IT IS A MUST TO COME HERE EVERY YEAR. THEY WILL SOON BE SELLING ADVANCED HEALTH SCREENING EQUIPMENT TO CSSR TO COVER THE WHOLE POPULATION.

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THEY ALSO DO HERE BUSINESS WITH OTHER COMMUNIST COUNTRIES; ESPECIALLY POLAND. UPJOHN IS ALSO VERY SATISFIED AND DEFINITELY WILL COME AGAIN NEXT YEAR. TECHNICON SAID THAT BUSINESS WAS GOOD ALTHOUGH IT COULD HAVE BEEN BETTER. THEY ALSO WILL CONTINUE TO PARTICIPATE IN EVERY INCHEBA AND BRNO FAIRS. BECKMAN INDUSTRIES HAS BEEN TO INCHEBA SEVEN TIMES AND WILL COME AGAIN EVEN IF OFF-FLOOR SALES DO NOT WARRANT IT. THEY HAVE A NUMBER OF CUSTOMERS IN SLOVAKIA (WHICH PRODUCES 40PC OF CZECHOSLOVAK CHEMICAL OUTPUT), BUT ABOUT 50 PERCENT OF THEIR SALES IN CSSR GOES TO OTHER COMMUNIST COUNTRIES. THEY EVEN MAKE SALES AT INCHEBA TO COUNTRIES LIKE SYRIA. THEIR SALES CONSIST MOSTLY OF PROCESSING AND LABORATORY EQUIPMENT.

7. ELIAS WILL GO TO WARSAW ON JULY 5, SKIPPING BUDAPEST FOR LACK OF VISA AND BECAUSE OF TIME PRESSURE. HE INFORMED BUDAPEST BY TELEX ABOUT THE KIND OF MATERIAL TO LOOK FOR IN THE LOCAL PRESS.

8. ELIAS WILL REPORT SOME INTERESTING DETAILS UPON RETURN. MONTGOMERY

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